



TCA MARKETING COORDINATOR

Purpose:

To actively support and uphold the city's stated mission and values. To develop, implement and oversee long and short-term marketing plans to increase regional visibility of the Tempe Center for the Arts. To develop and promote social/business opportunities, performance schedules, website innovation and art/educational offerings; conduct market research.

Supervision Received and Exercised:

Receives direct supervision from the Cultural Facilities Manager.

May provide functional and technical direction as needed.

Essential Functions:

Duties may include, but are not limited to, the following:

- Work toward fulfillment of goals and objectives devised by the Tempe Center for the Arts (TCA) and the Deputy Community Services Director, Library/Cultural Services. Work collaboratively among all members of the division to position TCA programs, events and issues, and market the TCA.
- Develop and implement creative and innovatively unique promotional programs in both core and outer markets that increase market and brand awareness. Ensure strategies are tactically executed in a creative and timely manner and within budgetary guidelines.
- Develop and manage a comprehensive publicity plan designed to achieve the attendance and revenue goals, and analyze and measure results. Write and disseminate press materials, provide press tours, manage press contact list.
- Maintain strong working relationships with key media outlets and negotiate trade agreements.
- Represent TCA and its programs as the primary press contact.

CITY OF TEMPE

TCA Marketing Coordinator (continued)

- Write and disseminate all press material and information about TCA, create online and print media information kits, provide press tours, manage press contact list, and release distribution and event invitations.
- Develop creative and targeted pitches for various media outlets to garner earned media coverage via television, radio and print.
- Identify current media trends, new cycles and promotional opportunities.
- Coordinate the creation, design, production and distribution of logos, advertising campaigns, and printed collateral such as program brochures, posters, fliers and signage.
- Develop and oversee effective digital and social media strategies that support overall TCA goals.
- Actively cultivate relationships with members of the community to identify new targets and community opportunities and seek connections with other current events in the City and the industry to maximize opportunities.
- Responds to requests or concerns from city employees or the general public and refers request and concerns to appropriate staff for problem resolution.
- Produce and develop video concepts and scripts for TCA programs, services and special events.
- Serve as TCA website administrator.
- Perform other duties related to the core functions of this position.

Minimum Qualifications:

Experience:

Five years of progressively responsible professional-level experience in the areas of marketing, public relations in the arts/entertainment sector. Experience in marketing/public relations campaign management desirable.

Education:

Bachelor's degree from an accredited college or university with major course work in marketing, public relations, communications, advertising, or a degree related to the core functions of this position.

Licenses/Certifications:

CITY OF TEMPE
TCA Marketing Coordinator (continued)

None.

Examples of Physical and/or Mental Activities:

- Stationary work (working at desk)
- Typical office use of PC, printers, copy machine, etc.
- Reading/proofing of publication materials
- Occasionally may require attendance at evening or weekend events
- May work alone for extended periods of time

Competencies:

<http://www.tempe.gov/home/showdocument?id=26274>

Job Code: 524

Status: Exempt / Classified